

The Didsbury Pioneer

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DIDSBURY, ALBERTA, WEDNESDAY, DECEMBER 16, 1953

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Joe "King" Krol and family stand in front of the new automobile presented to Joe upon his retirement from football. One of the great-

Mrs. E. Neufeld Passes Away

A long-time resident of Didsbury, Mrs. Elisabeth Neufeld died Saturday in Didsbury hospital at the age of 81 years.

Born in Russia, she moved to Manitoba 79 years ago, and to the Didsbury district in 1901, where she has lived ever since.

Surviving are four daughters, Elisabeth at Didsbury; Mrs. J. C. Weibe, Mission City, B.C.; Mrs. J. J. Sawatzky, Calgary; Mrs. Henry Peters, Carleton Place; four sons, Cornelius A., Peter A., Abraham A. and John A., all of Didsbury; 39 grandchildren and 19 great grandchildren.

Mrs. Neufeld was a member of the Berghall Mennonite Church and services were held from there on Tuesday at 2 p.m. Interment followed in Berghall cemetery, with Didsbury Funeral Home in charge of arrangements.

Ponoka Plays Here Saturday Night

Ponoka Stampeders visit Didsbury Saturday night for their first meeting of the season with the Ramblers. Last season these two clubs provided some of the best hockey seen on local ice and indications are that this year will be no different.

Be on hand to give the locals your support.

MELVIN NOTES

(From Our Own Correspondent)

The December meeting of the Melvin W.I. was held at the home of Mrs. R. Fisher, with eight members and two visitors present. The meeting opened with singing and reading of the creed. Roll call was answered by each member giving a toy, these to be given to the local hospital.

One dozen diapers are to be sent to India and two pounds of wool to be knit into stockings and mittens will be sent to Korea.

A letter from the Cancer Society was read concerning the setting up of a definite goal for cancer each year. It was decided to accept Mrs. Hogg's suggestion that a constituency goal be set and each W.I. branch canvass towards it.

Donations of \$2.00 to the T.B. Association and \$10.00 to the A.W.I. fund were made.

The constituency convener was present and she spoke on the necessity of paying into the A.W.I. fund. She also spoke on a life membership to the A.W.I.

Mrs. A. McCulloch, Mrs. P. Hauser and Mrs. H. Swanson will make up the program books for next year. Mr. and Mrs. R. Fisher will act as auditors at the end of the year.

Plans were made to entertain the subdubs again this year. Mrs. A. McCulloch won the tea prize.

Everyone pulled a present from the Christmas pile, following which lunch was served.



Be Early, Please!

Due to the Christmas rush and to enable us to give you full news coverage, it is suggested to correspondents and advertisers that they drop their copy into our office this weekend or early Monday, if at all possible. We'll be burning the midnight oil anyway but it would assist us greatly to get finished up before Christmas Eve. Your cooperation will be appreciated.

FALLEN TIMBER

(From Our Own Correspondent)

Mr. and Mrs. Lindsay of Calgary and Mr. Wayne Roberts were visitors at the home of Mr. and Mrs. H. Morrison on Sunday.

Visitors at the home of Mr. and Mrs. Ben Teynor on Friday evening were Mr. and Mrs. Harold Russell and Keith and Mr. Wayne Roberts.

Mr. and Mrs. S. Morrison and family were Olds visitors over the weekend.

Master Allen Stair spent a night with Danny Howton recently.

Mr. and Mrs. Joe McGaffin and family and Miss Erna Rosted were visitors at the home of Mr. and Mrs. H. Palmer of Carstairs a week ago Sunday.

Mr. and Mrs. O. Maddough and Ken, of Lethbridge, spent several days at the home of Mr. and Mrs. W. H. McGaffin of Didsbury week.

Two of the Laika boys from Foremost were visitors at the home of their uncle, Mr. J. H. Copper last week.

Danny and Jeannie Howton were guests of their grandparents, Mr. and Mrs. C. Moore at Commercial Travellers' Christmas party in Calgary Saturday evening.

The satin comforter to be raffled at the Christmas concert was completed last week at the home of Mrs. J. Fyten, and really looks nice.

The Sunday school Christmas program is to be held Sunday afternoon, Dec. 20, at 2 p.m. Come and bring your children.

The school concert is to be held Tuesday night, Dec. 22. Everyone welcome.

BIRTHS AT DIDSBURY MUNICIPAL HOSPITAL

To Mr. and Mrs. Lambert Taks of Crossfield, on Dec. 9, a son.

To Mr. and Mrs. J. Eby of Water Valley, on Dec. 11, a daughter.

To Mr. and Mrs. R. Barclay of Water Valley, on Dec. 13, a daughter.

Ramblers Drop First Game Here 4-3 In Real Thriller

SHEPHERD BOYS ON THE LOOSE!

Are you found a shiny halo or a small shepherd boy? There is no need for surprise. Probably they have strayed from the United Church where the Knox United Junior Choir is practicing for its Christmas Pageant. Under the direction of Mrs. Allen and Miss Robertson, the choir will present "The Path to the Manger" next Friday, Dec. 18, at 8 p.m. The choir is joining with the Sunday school in its annual Christmas program and all parents and friends are invited to attend.

Shopping Carnival In Second Week

The Christmas Shopping Carnival, sponsored by the Didsbury Board of Trade, has entered its second week and response has been good in all directions.

With the Yuletide holidays drawing ever closer it is expected the tempo of buying will increase with each day, and local merchants and service shops are ready with extra stocks and extra staff to give you the goods and services you want.

Don't forget, you get a chance on three grand prizes with every dollar purchase.

WEST NOTES

(From Our Own Correspondent)

The Elton Willing Workers met at the home of Mrs. Byrt St. Wednesday last. It being the Christmas meeting and Grandmothers' Day, there was no business session. Carols were sung and Mrs. Arnold Hogg had balloons blown up for each member to sit on and try and burst.

There was also a guessing contest and each grandmother was presented with a nylon corsage, made and donated by Mrs. Arnold Blain. Following this all did full justice to the bounteous lunch provided by the members.

The January meeting will be held at the home of Mrs. D. Gillies. We take this opportunity to welcome the new W.I., the Westcott Juniors, to the Didsbury constituency.

Mr. and Mrs. O. Thompson, Mrs. O. Krebs, Mr. and Mrs. A. L. Hogg and Mr. and Mrs. Alfred Cowitz spent Friday evening with Mr. and Mrs. W. Rigby.

Mr. and Mrs. C. Rawley, Charlene and Wanda, of Bonness, were weekend guests with Mr. and Mrs. Arnold Hogg.

Mrs. W. C. McNicol of High River spent the weekend with her son and daughter-in-law, Dr. and Mrs. C. T. McNicol.

Blood Donor Clinic Attended By 203

A total of 203 pints of blood were collected here last Thursday in the last clinic to be held in the province this year. The above figure is just 68 more than the amount collected at the spring clinic here. Last week Olds donated 225 pints, Dickson 133 and Innisfail 272.

BERGEN NOTES

(From Our Own Correspondent)

Mrs. G. Halvorson has undergone a major operation in Didsbury hospital. We wish her a speedy recovery.

Mrs. Patterson and son and Miss Mary Ratcliff were visitors at the L. Ratcliff home over the weekend.

Mr. and Mrs. Gordon Lyle are proud parents of a son.

Two more Bergen homes have been made happy by the arrival of foster sons. Four-year-old Leonard and Mrs. C. Shafer, and five-year-old Donnie to Mr. and Mrs. N. Dippel.

The Bergen U.M. Church annual Christmas program will be held on Dec. 20 at 6 p.m. The school concert is on the evening of the 22nd.

Miss Helen Keller, missionary on furlough from Africa, sister of Mrs. E. Sailer, spoke at the U.M. church Sunday morning. Evening speakers were Rev. and Mrs. Don Taylor and Prof. and Mrs. F. Lusk of M.V.B.C.

Playing the first game of a new season on local ice Didsbury Ramblers and Stettler Imperials dished up a brand of hockey that was definitely in the crowd-pleasing brand. The visitors took home a 4-3 win but it was anyone's game to the final minute.

Stettler took a two-goal first period lead on goals by Dunnigan and Williams. Haynes put Didsbury in the game midway through the middle stanza only to have Bouter put the visitors two up again a few minutes later.

Ramblers came out fighting in the third and tied the count at 3-3 on goals by Morgan and Haynes. With only one minute remaining Diebold scored on the winner. A fluide shot from behind the net.

The game was enlivened by a battle royal in the second period when a mix-up in front of the goal resulted in two major and two minor penalties being handed out.

Later in the sandwich session the Stettler coach was given the gate when he refused to name a player for a penalty, had too many men on the ice and used abusive language to the officials.

The game was played under protest as Stettler used players who have not received their release from the club they played with last season. In a probably, Ramblers will still pick up two points even after ending up on the short end of the score.

Earlier in the week the locals lost 12-3 to the better-conditioned Red Deer Monarchs.

South West Didsbury

(From Our Own Correspondent)

Mr. George Meyer and Mrs. E. A. Bartz were Calgary visitors Thursday.

Mr. and Mrs. Carl Meyer were Calgary visitors Friday.

Mr. and Mrs. Victor Gore and Mr. and Mrs. Phil Gerlitz attended the funeral of Shirley Konechuh funeral on Wednesday.

Miss Pat Hipkin spent the weekend with Miss Joyce Schumaker.

Margaret Deadrick was a Sunday visitor with Donna Dippel.

Carole Dippel was Linda Winterbottom's guest on Sunday.

Mr. and Mrs. E. St. Clair and family were Sunday supper guests of Mr. and Mrs. E. Regner of Carstairs.

Mr. and Mrs. E. Dippel and Mr. J. L. Tuglie were Calgary visitors on Tuesday.

WESTERDALE NEWS

(From Our Own Correspondent)

The local baseball team are holding a dance this Friday with Fisher's orchestra supplying the music. Three lucky ticket draws will be made during the evening.

Only four tables of whist were played at the hall Monday evening with honors going to Miss Greta Kershaw and Mr. A. Jackson. Congratulations went to Mrs. C. Roth and Lyle Bolton.

The dance arranged for New Year's Eve has been cancelled.

KNOX UNITED EVENING GROUP HOLDS CHRISTMAS MEETING

Knox United W.A. Evening Group held their Christmas meeting Monday evening at the home of Mrs. Tom Morris. Roll call was answered by 20 members and one visitor with a gift for the Old Folks Home.

The nominating committee reported on the slate of officers as follows: president, Mrs. S. Devine; 1st vice president, Mrs. Pat Janzen; 2nd vice president, Mrs. Hughie Roberts; secretary, Mrs. Ethel Reinhardt.

WESTCOTT RINK SCHEDULE

Following is the schedule for the Westcott Community skating rink: community skating, Friday night from 7:30 to 10 and Sunday afternoon from 2 to 5.

Private parties and rink rent as follows: night, \$7; day, \$3.50 extra for use of booth equipment. Rent of rink for hockey practice for outside teams, \$5 for 2 hours. For appointments phone 904.

DIDSBURY MARKETS

BUTTERFAT

Special	62c
No. 1	60c
No. 2	51c
No. 3	70c

EAST NOTES

(From Our Own Correspondent)

The Jutland school dance which was held last Friday turned out very well with door prizes going to Mr. Arnold McCulloch and Mr. Schumaker.

Mr. and Mrs. Walter McCulloch, and Mr. and Mrs. Stanley Schumaker were Wednesday supper guests with Mrs. Helen Birdale and Sam McAllister.

Mr. and Mrs. Schumaker, Joyce and Gloria, and Miss Pat Hipkin, motored to Calgary Sunday for a turkey dinner, the occasion being the first birthday of Wayne Schumaker. While there they called on the former's new grand-daughter, Katherine Ann Schumaker, a sister for Randy.

Miss Pat Hipkin spent the weekend with Gloria Schumaker.

Mr. and Mrs. Jack Underhay and Joyce were Sunday evening callers on Mr. and Mrs. Walter McCulloch.

Mr. and Mrs. Schumaker, Joyce and Randy, were last Tuesday callers on Mr. and Mrs. Pete Neufeld and family.

Mrs. Dowell and Fred Metz motored west of Olds on Sunday to visit with Mr. and Mrs. Notley, the latter being a cousin of Mrs. Dowell.

Mr. and Mrs. Pat Spragg and Tommy Patterson were Thursday evening supper guests with Mr. and Mrs. Donald Thompson.

Mr. and Mrs. Schumaker and Joyce were last Friday evening callers on Mr. and Mrs. Walter McCulloch.

The Stuart school teacher and children put on a whist drive last Friday night at the school in aid of Christmas treats for the children.

Mr. and Mrs. Helvie Nielsen spent a week recently visiting with relatives in Saskatchewan.

Mrs. Elbert and Ann Milne were Wednesday afternoon callers on Mrs. Dowell.

Mr. and Mrs. Schumaker and Mrs. Emily Hunter were Thursday visitors in Calgary.

Mrs. Joe Hunter visited with her mother last Thursday.

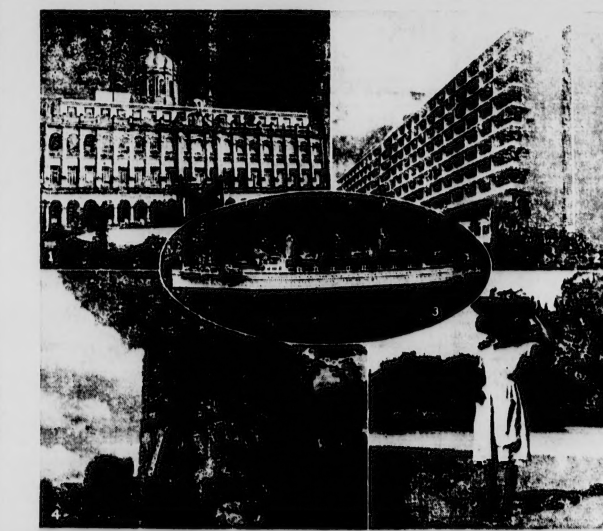
Mrs. Dowell visited recently with Mrs. D. B. Wood.

Help Fight TB



Buy Christmas Seals

C.P.R. TRAIN TIMES AT DIDSBURY
NORTHBOUND:
No. 521—(flag stop) 1:20 a.m. daily.
No. 527—10:04 a.m. (flag stop) Sunday only.
No. 523—11:24 daily except Sunday.
No. 525—6:21 p.m. daily.
SOUTHBOUND:
No. 522—4:59 a.m. daily.
No. 524—12:23 noon daily.
No. 526—4:58 p.m. daily except Sunday.
No. 528—6:21 p.m. (flag stop) Sunday only.



Tropical Blend: A mid-winter glimpse of the new and the old, the mystic charm of the Caribbean Isles, their customs, their buildings and their people, is in store for

many Canadians who will be making the trip to Sunny America this winter. Pictured above are (1) The President's palace at Havana; (2) A strikingly modern hotel at Pan-

ama; (3) The 26,300-ton Empress of Scotland, a floating hotel on the cruise line; (4) The ruins of Old Panama, and (5) A typical West Indian native carrying succulent

Willie WATT



**CHRISTMAS TREE
LIGHT SETS AND
REPLACEMENT
BULBS**

**ELECTRIC RAZORS —
SUNBEAM, SCHICK,
REMINGTON, 6 volt,
32 volt and 110 volt**

**PROPANE FIREPLACE
RADIANTS —
From \$27.95 and up**

TOASTERS — IRONS

**PERCOLATORS — CORN POPPERS — COM-
BINATION RADIOS AND FLOOR POLISHERS**

Feeg's
GENERAL RETAIL
Propane Sales & Service
EAST OF RAILROAD TRACKS

**WE ARE GIVING
SOMEBODY A**

New Radio

FOR CHRISTMAS!



**IT MAY BE YOURS IF YOU CAN GUESS THE
CORRECT ANSWER TO THE NUMBER OF
PARTS IT TAKES TO BUILD AN ELECTRIC
RANGE SUCH AS THE ONE SHOWN HERE,
WHICH IS ON DISPLAY IN OUR WINDOW.**

DICKAU ELECTRIC

1954 Chevrolet

**BEAUTIFULLY NEW FROM EVERY
POINT OF VIEW - POWERED FOR
PERFORMANCE - ENGINEERED FOR
ECONOMY**

**See this Great New
Chevrolet
At Our Showroom
Friday, Dec. 18**

EDFORD MOTORS
YOUR MODERN GARAGE
CHEVROLET — OLDSMOBILE

USE THE CLASSIFIED FOR RESULTS

Falling tuberculosis death rates mark the steady progress in treatment of tuberculosis but do not tell the whole story. Canada's death rate from T.B. has been falling dramatically, but the number of new found is still high. Last year were over 10,000 new cases an average of more than 28 daily through the year.

FOR SALE — One pair of white girl's skates, size 1. Apply Mrs. McMann. 49-3c

SALES BOOKS



**ORDER
YOUR**

**COUNTER
CHECK
BOOKS**

FROM

THE DIDSBURY PIONEER
Phone 12 — Didsbury

Linden Moving Co.
LINDEN, ALBERTA

Expert Building Movers
Estimates Gladly Given On
Any Type of Building to be
Moved.

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Watch Repairing**
FINE JEWELLERY
MEMORY DIAMOND RINGS

Leonard Hoare

Phone 158 Carstairs



**QUESTIONS
AND
ANSWERS**

QUESTION: Is there a relationship between irregular bleeding and cancer of the cervix or uterus?

ANSWER: There may be, and for that reason women with this symptom should go at once to a doctor. Irregular bleeding is usually the first sign of cancer of the uterus. In women beyond the menopause, discharge may be the first sign.

Write for Free Literature
Canadian Cancer Society
231 7th Ave. E., Calgary, Alta.

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VOLTAGE REGULATOR
SERVICE**

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Cars, Trucks and Tractors
We carry a complete stock of
new and rebuilt units for
sale and exchange
All repairs completed with
original equipment parts, in-
stalled to factory standards,
and fully guaranteed.

TED STAUFFER
Phone 50, Olds, Alta.

**FOR RENT — 4-rooms downstairs,
2 rooms upstairs, built-in cup-
boards. Linoleum on all floors.
Lights and water. Two miles
north of Didsbury. W. Carter.
phone R212. 1tp**

**FOR SALE — Large quantity of
green or dry poplar firewood.
Cut to any length. H. Strick,
Bergen. 49-3p**

CARD OF THANKS
We wish to thank all our friends
and neighbors who assisted in ex-
tinguishing the fire on our farm
last Friday. Also the oil crew who
supplied water with their equip-
ment.

MR. AND MRS. EMIL KREBS
CARD OF THANKS
We wish to thank Drs. McKenzie
and Epp and nurses of the hospital
for the care and kindness shown
Mrs. A. C. Neufeld during her stay
in hospital.

THE NEUFELD FAMILY
CARD OF THANKS
Another year is on its last stride
and our loved one is still bed-
ridden, but in spite of it all is en-
joying good health and is cheerful.
This is made possible by many
friends and neighbors who stop in
to visit Dad. We wish to express
our biggest thank you to all and
a special thank you to the Moun-
tain W.I. for the lovely parcel. It
was surely appreciated.

THE SHAW FAMILY

**COMMUNITY
AUCTION SALE**

SATURDAY, DECEMBER 19, 1953
Joe Dick's Barn, Southwest Corner
of Didsbury

**LIVESTOCK — MACHINERY
HOUSEHOLD GOODS
MISCELLANEOUS ARTICLES**
Listings will still be accepted prior
to sale date

Lic. No. 120-52-53 Phone 1211
LIVE WILL BE MADE FOR
GATE PRICE DURING SALE
TERMS CASH
RAYMOND L. SRAITZ, Auctioneer

**TO BE GIVEN AWAY — Three fe-
male puppies. 8 weeks old,
retriever collie cross. Black with
white chests, white with tips on
tails. Would make good Christ-
mas present for boy or girl. Any-
one interested contact Joyce
Mullen, box 351. 1tp**

**FOR SALE — Size 2 girl's white
skates, like new, \$5.00. Apply
Mrs. Bruce Shiels. 1tp**

**FOR SALE — Chesterfield in good
condition, \$15.00. Also one lot,
east end. Mrs. John Wesley, box
354. Didsbury. 1tp**



**FOX
HATCHED
PULETS
PAY!**

Write today for your
free colored folder —
Valuable money-making sug-
gestions. Also how you can
win a budgie, cage and book
on teaching it to talk.



This contest was popular in
1953. It will be popular again in
1954.
**But You Must Act Now!
10 FREE CHICKS
PER 100**

THE FOX HATCHERY
1332, 9th AVE E. CALGARY

**FOR SALE — Modern cook stove
with Queen oil burner, complete
with storage tank and pipes to
outside. \$75. Apply L. R. Gale,
phone 710. 48-3p**

**SAW FILING AND SHARPENING —
Of all kind. See Dave Janzen,
phone 268. 48-3p**

**FOR BRED GILTS from O.S.A.
Stock, phone 406. 49-2p**



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Christmas
STORY**

**Illustrated with
VIEW-MASTER
full color pictures
in THREE DIMENSIONS**

Now see the inspiring story of the
first Christmas illustrated with full
color Kodachrome photographs in full
three dimensions. This beautiful
story is told in three parts each il-
lustrated with seven stereo scenes
mounted in a sturdy View-Master
Book. It fascinating scenes in all
for use in View-Master Stereoscopes
and Projectors. A descriptive Story
Folder comes with each Book. Over
400 other interesting, educational
children's and "travel" Books to
choose from! Ask for free Book list

**Stereoscopes \$2.95
Reels 50c
J. V. BERSCHT & SONS
Phone 36 Didsbury**

Christmas Food Needs At Special Prices

OLIVES AND PICKLES

Manilla Olives —
6 oz. jar 39c
12 oz. jar 69c
Colossal Olives —
16 oz. jar 85c
Neopolitan Olives —
16 oz. jar 75c
Branston Pickles —
9 oz. jar 49c
Pickled Walnuts —
9 oz. jar 63c
Hot Dog Relish —
12 oz. jar 43c
Cucumber Pickle —
16 oz. jar 35c
Sweet Relish —
12 oz. jar 48c
Sweet Mixed Pickles —
24 oz. jar 62c

CHEESE VALUES

Imperial McLaren's —
1 lb. tub 87c
Danish Blue —
Per pkg. 26c
Ermite —
Per pkg. 56c
Casino Blue —
Per pkg. 26c
Limburger —
8 oz. jar 45c
Trauben Swiss —
Per pkg. 50c
Burki Swiss —
Per pkg. 50c
Variety Swiss —
Per pkg. 50c
Cheez Whiz —
8 oz. jar 37c
**Philadelphia Cream
Cheese — 8 oz. pkg. 40c**

JUICES

Tomato Juice —
York, 48 oz. tin 39c
Apple Juice —
Red Label, 48 oz tin 37c
Pineapple Juice —
48 oz. tin 44c
Grapefruit Juice —
20 oz. tin 2 for 25c
Tomatoes —
20 oz. tin 3 for 69c
**Corn — Cream Style,
15 oz. tin 2 for 33c**
Green Beans —
choice, 15 oz. 2 for 39c
**Lushus & Sherill's
Desserts — 3 pkgs. 29c**
**See Us For Your Fresh
Fruits and Vegetables
For Christmas**

FOR THE DIABETIC NO-SUGAR FRUITS

Pineapple, sliced, 20 oz. tin 40c
Apricots, 15 oz. tin 2 for 51c
Peaches, 15 oz. tin 2 for 47c
Pears, 15 oz. tin 2 for 53c
Plums, 15 oz. tin 2 for 39c
Bing Cherries, 15 oz. tin 2 for 63c

HALLIDAY'S COFFEE, 1 lb. cello pkg. 95c
KOBAN, 1 lb. tin 99c
NABOB TEA, 1 lb. pkg. 89c

HALLIDAY'S

CASH GROCERY

PHONE 101 — DIDSBURY

HIGHER BANK INTEREST

An increase in the rate of interest paid on savings deposits by the chartered banks and trust companies may be announced shortly, reports The Financial Post.

Trust companies appear to be awaiting action by the banks and if the latter move, the trust companies will likely follow.

CHURCH NOTICES

MOUNTAIN VIEW UNITED MISSIONARY CHURCH
Rev. A. Frey, Pastor
10:30 a.m.—Sunday School.
11:30 a.m.—Morning Worship.
8:00 p.m.—Evening Services.
Youth Fellowship services held in the evening of the first and third Sunday of the month.

FOUR SQUARE CHURCH
Fallen Timber School House
Preaching service at 2 p.m. every Sunday.
Sunday school immediately after service.
Rev. Mr. and Rev. Mrs. Moore
Pastors

EVANGELICAL CHURCH
Rev. A. J. Grams, P. stor

SUNDAY SERVICES:
10:30 a.m.: Worship Service.
11:30 a.m.: Sunday School.
2:00 p.m.: Sunday School followed by Worship Service.
7:30 p.m.: Evening Service.
Wednesday Evening, 8:00 p.m.
Bible Study and Prayer Meeting.
Thursday Evening, 8:00 p.m.
Choir Practice.
The pastor and congregation extend a cordial invitation to every one to worship with us. "Come and we will do thee good."

REDEEMER LUTHERAN CHURCH
"The Church of the Lutheran Hour"

REV. E. B. FOX, Pastor
Divine Services every Sunday at 11:00 a.m., followed by 8:00 a.m. Sunday School and Adult Bible Class.

UNITED MISSIONARY CHURCH
Rev. Ray Shantz, Pastor
Sunday School, 10:30 a.m.
Preaching, 11:30 a.m.
Sunday evening service, 7:30 p.m.
Wednesday evening prayer meeting, at 8 p.m.
Young Peoples' service every alternate Sunday at 7:30 p.m.

CHURCH OF NAZARENE HARMATTAN
10:30 a.m.—Sunday School.
11:30 a.m.—Morning Worship.
8:00 p.m.—Evangelistic Service.
Wednesday Prayer Meeting, 8 p.m.
Friday N.Y.F.S. 8 p.m.
REV. J. WATSON, Pastor
The Church with the warm welcome

UNITED CHURCH OF CANADA
Rev. C. C. Armstrong, B.A., B.D.
Westerdale (2nd and 4th Sunday) 10:00 a.m.
Knox Sunday School 11:00 a.m.
Westcott 11:30 a.m.
Knox Evening Worship 7:45 p.m.

ANGELICAN MISSION OF OLDS
SUNDAY SERVICES
Sunday School, 11 a.m. every Sunday.
Second Sunday in the month: 7:30 p.m. — Didsbury.
Fourth Sunday in the month: 11:45 a.m.—Didsbury.

Dear Editor:

... the letters start. Then from all over the free world come such comments as these from readers of THE CHRISTIAN SCIENCE MONITOR, an international daily newspaper:

"The Monitor is most reading for a people."

"I returned to school after a lapse of 18 years. I will get my degree from the college, but my education comes from the Monitor."

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You, too, will find the Monitor informative, with complete world news. You will discover a constructive viewpoint in every news story.

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One, Hoxsey Bldg., Boston 10, Mass., U. S. A.
Please send me an introductory subscription to The Christian Science Monitor—76 issues, 1 volume \$2.

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(city) _____ (state) _____ (country) _____

Notes From D.A.

By Hugh McPhail

Fall is an excellent time to control cattle lice. Livestock going into feed lot or winter quarters can then be sprayed and the work completed in good weather. But pests do not consider man's convenience by appearing only in the fall, so the thing to do is to kill them wherever and whenever they are found.

R. H. Painter of the Livestock Insect Laboratory at Lethbridge has a word about this. With the arrival of cold weather a little more care is needed, he says. Dusting is a useful cold weather practice, but if the cattle can be comfortably housed following treatment there is no objection to spraying at this time. A spray of 350 to 400 lbs. pressure is recommended, but if a sprayer is not available or few cattle are to be treated the insecticide can be applied with pail and scrub brush.

For beef cattle, lindane and DDT are useful insecticides. A 50 per cent lindane wettable powder at one-half pound in 80 gallons of

water makes a suitable spray. Another can be made by mixing eight pounds of wettable 50 per cent DDT powder in 80 gallons of water. DDT may also be applied to beef cattle as a 5 per cent dust if they are not intended for immediate slaughter. Be sure to cover thoroughly any place where lice are present.

Mr. Painter cautions against the use of DDT on dairy cattle. Methoxychlor is the preferred insecticide here. Eight pounds of 60 per cent wettable methoxychlor powder in 80 gallons of water is the amount recommended. Rotenone and pyrethrin sprays are also effective, or rotenone may be used in the form of warble powder.

Whatever the type of insecticide used, two treatments two weeks apart, are required. No insecticide can be relied on to kill both lice and eggs. The first treatment kills the lice present; the second kills the later hatch.

Use all insecticides with care. Some are less harmful than others, but it is an excellent safety habit to read the manufacturer's directions before using and to follow those directions faithfully.

SAVE BY BUYING NOW !!!

Complete Lubrication Job

WITH USUAL CHECKS

99c**ALL ACCESSORIES****10% off****All Used Cars and Trucks****10% off****PREVOST MOTORS**

Phone 168 — Bert Prevost, Prop. — Mercury-Lincoln-Meteor Dealer
First Class Paint and Body Shop

Announcing for 1954

THE 1954 MONARCH LUCERNE SEDAN
... the new four-cylinder model of 1954, with a transparent dome of tinted plexiglass!

A COMPLETELY NEW

161-Hp. V8

Canada's most advanced V-8
by Canada's most experienced V-8 builder



A completely new feeling of stability and road-control

BALL-JOINT FRONT SUSPENSION

**EFFORTLESS DRIVING EASE**

with Power Steering,
Power Brakes, Power Seat,
Power Window Lifts,
Automatic Transmission

**See and drive it!**

new Monarch 161-Hp. V8

OVERHEAD VALVE



THE 1954 MONARCH LUCERNE SEDAN

(*White sidewall tires, fender skirts, power features and Automatic Transmission optional at extra cost on certain models.)

"Over 20 years' experience
back of that new V-8"

ALL NEW FOR '54...THE Monarch Lucerne LINE

the ultimate in beauty... the ultimate in driving ease...
features a wider-than-ever choice of longer, slimmer models



"Yes, and there's never been a car as lovely as the new Lucernes"

YOU'RE INVITED TO SEE AND DRIVE IT—the magnificent new 1954 Monarch—designed by the industry's finest style-craftsmen in the newest styling laboratories... built by Canada's finest builders in Canada's most modern automotive manufacturing plants. Here is breath-taking new beauty interpreted in longer, lower-looking lines. In the four superb models of the new Lucerne line, designed for today's new idea of motoring pleasure, beauty achieves its ultimate expression.

HERE IS GREAT NEW V-8 POWER that means greater smoothness, faster acceleration, more safety and flexibility of operation—from a completely new 161-Hp. V-8 engine

of the latest, most advanced overhead-valve design—Canada's newest V-8 engine, made by Canada's most experienced V-8 builder.

HERE IS AN ENTIRELY NEW FEELING OF STABILITY, road-control and steadiness on curves, a new concept of driving, riding and steering comfort, with new Ball-Joint Front Suspension. Here is every new power feature to make driving effortless, including Power Steering*, Power Brakes*, Power Seat*, Power Window Lifts* and Automatic Transmission*. . . and new riding enjoyment in Monarch's "Quiet Ride" interiors—dramatically beautiful, luxurious, silent at all speeds.

ON DISPLAY TODAY**SEE YOUR MONARCH DEALER****Barrett's Garage**

PHONE 126

DIDSBURY, Alta

THE DIDSBURY PIONEER

Established in 1903

Published Every Wednesday at Didsbury, Alberta
Entered as Second Class Matter, Post Office Department, Ottawa
Member of the Canadian Weekly Newspapers Ass'n.
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JAMES CURRIE, Editor and Publisher

Through The Study Window

By REV. C. C. ARMSTRONG

Rev. J. R. Mutchmor of the United Church Board of Christianism and Social Service has prepared a list of four suggestions on how to put Christ-in-Christmas. Here they are:

1. A reduction of waste in the provision of food so that the Christmas festival be not a season of gorging and gluttony in Canada when millions of our fellow citizens in many lands are in want.

2. A refusal to be stampeded by the high pressure commercialized Christmas trade into buying extravagantly either for our families or friends.

3. A planning now for Christmas hospitality that does not include the use of beer, wine and spirituous liquors and liquors in order that Christmas 1953 may not be a replica of the drunken orgy so revoltingly characteristic of many Canadian houses, office and hotel celebrations in 1952.

4. A program of Christmas music and carols, of religious services and meditations, of old time friendship renewals and all related endeavors that present and exalt the spiritual truths so deeply related to the observance of our Saviour's birth.

Let us help to make the Thursday, Christmas Eve, to Monday, Dec. 28, a long weekend of grateful remembrance to God for the gift of His Son. Let it not be a time for record high accidents on our highways, quarrels in our homes, and new headaches and heartaches in factories and offices.

It is an admitted fact that telling people what they ought to do does not make them want to do it. Nor does Dr. Mutchmor believe that a set of rules drawn up by himself or any other person will ensure a Christmas observance entirely free from unseemly incidents.

Not everyone will be guided by them, because not everyone is willing to accept the program of total abstinence, as a necessary feature of the Christian life. Nevertheless, such a list of suggestions has a very real value. To use a marine illustration, they are like the four prongs of an anchor which will keep the ship from drifting on the rocks. And I expect that as the Wise Men journeyed with their gifts they took time to see that saddles on their camels were securely cinched to prevent any falls on the way. One can rest assured that the saddles were tight and the riders were not, on that journey of long ago. Yours for more and better restrictions on Christmas observance.

ORDER YOUR COUNTER CHECK BOOKS from The Pioneer Office. Buy at home — you pay no more than the standard price.

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PRICE them...
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No other truck compares with International in price, performance or service facilities. Today, arrange for a road test of a new International Truck.

INTERNATIONAL TRUCKS

now on display at
Harold E. Oke
"Your Machine Man"

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Harmattan News

(From Our Own Correspondent)

(Intended For Last Week)
The hall club met at the home of Mrs. W. Turnbull on Wed. Nov.

yet somehow one can't help but remember that sunny smile and personality which endeared her to everyone she came in contact with. In passing she not only leaves her mournful parents, family and grandparents but a host of friends in the district where she had such a brief sojourn.

Mrs. Herbert Goetjen is on the sick list and is receiving medical attention.
Miss Deloyce Goetjen of Ekville was home for the weekend.
The rink is buzzing with activity these days, with the regular skating taking place Friday evenings and Sunday afternoons and the hockey team from Didsbury have also been using the ice for practicing. The ice is in good shape and prospects are for a busy season.

25. Plans were made for a dance to be held in January.

New officers elected for the coming year were: president, Mrs. M. A. Knight; vice-president, Mrs. Warren Conrad; secretary-treasurer, Mrs. Dave Morgan.

Next meeting will be held at Mrs. J. Wiper's on Dec. 17th with an exchange of Christmas gifts.

Norman Conrad is a patient in the Olds hospital where he underwent an appendectomy. We wish him a speedy recovery.
The first square dance of the season was held on Dec. 2nd with Mr. W. Weidner calling. A fairly good crowd was in attendance.

Miss Thelma Gilmore of Calgary was a weekend visitor recently.

Mr. Scotty McDonald is at present working in Calgary.

Mrs. John Morgan accompanied her husband to Calgary while he underwent an operation. We hope he will soon be feeling much better.

The St. George's W.A. held their bazaar in conjunction with the Olds W.A. on Dec. 5. The winner of the turkey was Mrs. M. E. Dibble of Olds.

WESTCOTT NEWS

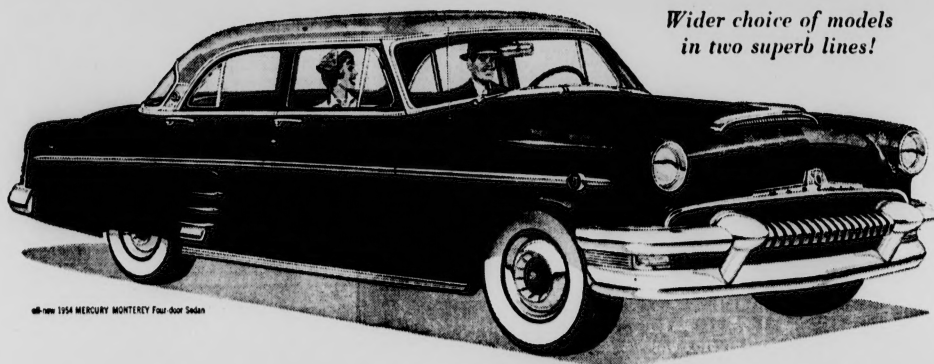
(From Our Own Correspondent)

(Intended For Last Week)

The sympathy of the district is extended to the Albert Konschuh family on the passing of their daughter and sister, Shirley. The deceased was never blessed with good health and even public school was too much for her and the later years of her life were spent somewhat quietly with her loved ones.

FIRST SHOWING THURSDAY- and you're invited! new '54 MERCURY

new in style... new in power... new in ride



Wider choice of models
in two superb lines!

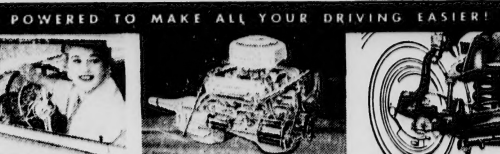
completely new 161^{hp} V-8^{overhead valve} ENGINE

Canada's newest V-8... by the builder of more V-8's than all other makers combined

It's here! The big, long, low-to-the-road Mercury for '54, with a completely new 161 Hp. Overhead Valve V-8 Engine of advanced design. Here's smoother, more flexible power — a safer margin of power for surging acceleration, for hill-climbing, for more "go" in mud and snow, for better all-round performance. Here's all-new Ball-joint Front Suspension, introducing you to brand-new road-hugging stability on the curves—and an even smoother ride. And here's a new, wider range

of Mercury models in two superb lines... four magnificently luxurious Monterey models, newest fashion cars of the day... dramatically beautiful Custom models... with new interior elegance, rich upholstery and appointments that challenge you to compare.

New '54 Mercury travels with almost unbelievable quietness. You ride so silently you can praise it in a whisper and be heard! Arrange to road test the '54 Mercury for the driving thrill of your life!



IMPROVED POWER FEATURES
GIVE NEW SAFETY
NEW EASE OF CONTROL

POWER STEERING*
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4-WAY POWER SEAT*
MERC-O-MATIC DRIVE*

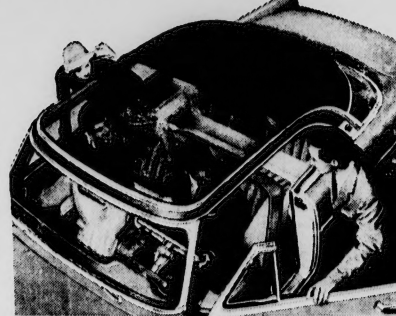
* Featured on Mercury Monterey models; optional on extra cost on Mercury Custom models.

161^{hp} V-8

MORE POWER MEANS MORE PERFORMANCE
BENEFITS: Mercury's vast power reserve gives faster acceleration, instant response when you need extra speed for safe passing—extra power for easier hill-climbing. All-new design advancements give smoother, quieter operation, longer engine life and brilliant economy.

SAFER PERFORMANCE
BETTER FLEXIBILITY
BETTER
ENGINE EFFICIENCY

Never before such a safe, road-hugging ride! With this advanced-design suspension unit, Mercury takes curves with astonishing ease—gives far better control and stability when cornering... the most comfortable ride on any road. For proof, road test it!



Introducing the MONTEREY "SUN VALLEY" an all-new sky-view car!
Styling created by the car industry's leading designers and exclusive with Ford of Canada!

Here's the newest of car fashions—the "Sun Valley" with transparent plexiglass top—an all-new styling concept that brings you an all-new driving sensation. It's just one of four superb Monterey models that widen the Mercury line for '54—each with the full complement of Mercury power features, plus Merc-O-Matic Drive—greatest of all automatic drives (or optional Touch-O-Matic Overdrive), custom radio, heater, Sea-Tint glass, turn indicators, windshield washer, rear fender shields, bumper-grille guards and whitewall tires.

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basements and do small
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GIFTS FOR ALL OCCASIONS
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DIDSBURY — ALBERTA

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— FOR —
QUICK RESULTS

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AT THE
BRIGHT
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All Our Pantry is Home Made
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BEAUTY SHOP**
At Pete Liesemer residence
Two doors west of hospital
on south side of street.
PHONE 210, DIDSBURY

We Have a Good Stock of
**Men's & Boys' New
BOOTS AND SHOES**
Dorton Hand-Made Boots
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— 290 —
— FOR —

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PRODUCTS**
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ELECTRIC**

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NOTES

W.K. Snyder,
Field Supervisor

The seventh annual meeting of the Western Canadian Weed Control Conference was held in Edmonton the last week in November. Some 250 delegates from Canada, the U.S., Great Britain and New Zealand were present. Various aspects of weed control were discussed and many reports given by men who are experts in their line.

Reports were given on results obtained from the use of the newer herbicidal chemicals. Just to name a few of them: MCP, TCA, I.P.C., M.H. and many others. These short abbreviations probably mean nothing to the average layman. But they are much newer than 2,4-D and properly used, are accomplishing miracles in weed control on certain of the more sensitive field crops. It was pointed out that the No. 1 weed problem now centres around the wild oat. Except for some sections within the drier parts of the Prairie triangle.

In Central and Northern Saskatchewan and spilling into Alberta, foal flax is the cause of much concern. Wild mustard, so common a few years ago, has taken a bad liking from 2,4-D, as have a good many of the broad-leaved weeds.

M.C.P. was recommended for the more sensitive crops as oats, flax, alfalfa, clovers and peas. It is better than 2,4-D when used on hemp nettle and tall buttercup. Strong warning was given to users of 2,4-D and allied chemicals, in that great care is needed to prevent drift, the amine rather than the ester was recommended in and around where horticultural crops are grown.

CHRISTMAS SEAL RETURNS
REACH \$5,500 IN THIS AREA

Approaching the half-way mark, Christmas Seal returns for Red Deer and Central Alberta have now reached \$5,500, it is reported by D. W. Robertson, chairman of the Red Deer Rotary Club T.B. Christmas Seal committee. Mr. Robertson pointed out that this is still far short of the \$17,500 objective. ventive services such as the mobile chest X-ray units, special X-ray installations for routine chest X-ray of hospital admissions, tuber-

Alberta Tuberculosis Association officials report the provincial total now stands at \$85,000 towards the objective of \$213,000. The association stresses that the Christmas Seal sale is the only appeal it makes and that no other funds are

THIS PEN
"BURPS"
BEFORE IT DRINKS
BUT NEVER
ALTERS WATER!



Pen only \$5.00
Pen and Pencil Set \$8.75

A pen, like a baby, must be "burped" before it can be filled full. EverSharp's VENTURA fountain pen, does just that — automatically. Holds up to 40% more ink.

NEW
**EVERSHARP
Ventura**

The new EVERSHARP VENTURA leads all other pens in styling and performance. New CIRCULATORY FEED... prevents flooding... shaving! New JET-OMATIC FILLER... fastest way to fill!

Law's Drug Store
The Rexall Store
PHONE 40 — DIDSBURY

WESTERDALE NEWS

(From Our Own Correspondent)

Five boards of crokinole were enjoyed at the hall last Tuesday evening when honours went to Mrs. D. Landeen and Mr. Robert Jackson, consolation winners were Mrs. S. Johnson and Mr. Ben Kershaw. Following the completion of play, a short meeting of the Westerdale Young People's Club was held. Previous minutes were read, also a letter containing bill wiring materials recently used for completing electric installations by Mr. R. P. Heaton of Lacombe. A motion was passed that the account be paid in full.

It was decided that a New Year's Eve dance be held with Dunwoody's orchestra. Sura supplying the music. Arrangements were made to have a new step installed at the front doors of the hall, also to decorate the hall for the festive season.

The annual meeting and election of officers of the Willing Workers was held at the home of Mrs. F. J. Jackson last Wednesday afternoon with ten members and two visitors present. Meeting opened with the song "Hark the Herald Angels Sing" followed by the creed.

Roll call was handing in a program booklet, for which a prize was awarded. Mrs. D. Landeen and Miss Dorothy Hunt, judge the booklets with Mrs. W. Herbert being winner with her interesting book arrangement.

The financial statement was read and showed that receipts for the year amounted to \$287.65 and expenditures were \$234.10.

Officers elected were: president, Mrs. D. Herbert; vice-president, Mrs. Ben Kershaw; secretary, Mrs. H. Jackson; treasurer, Mrs. F. J. Jackson; auditors, Mrs. W. Herbert and Mrs. R. Jackson.

Mrs. D. Herbert took charge of the remainder of the meeting when a portion of the program arranged for 1953 was entered in the booklets. This will be completed at the January meeting, which will be held at the home of Mrs. D. Herbert on January 13.

Mrs. R. Jackson accompanied Mr. and Mrs. W. Herbert on a motor trip to Calgary last Wednesday morning.

Mr. W. Wigley motored to Alix last Monday.

A coyote hunt was held last Thursday afternoon when 11 men crossed a small area. Only one coyote was shot.

available for all its anti-tuberculous work, which includes many pre-clinical testing and health education, as well as a complete rehabilitation program and extensive nursing and welfare services.

C. Robert Dickey, general secretary of the association, declared that tuberculosis is still far from being defeated, though spectacular progress has been made in recent years. He said: "T.B. killed more than 2,500 Canadians last year, including 112 Albertans. T.B. costs over \$50,000,000 a year in cash alone besides untold suffering, misery and heartaches. We will never have enough money until T.B. is as rare as smallpox or typhoid or even polio."

Chest X-ray surveys, a major activity of the T.B. association, account for a large part of the annual budget. X-rays given to Albertans through the Christmas Seal mobile units have now passed the 980,000 mark.

THE DIDSBURY OPERA THEATRE

Week Day Shows at 8:00 p.m.

Saturday Matinee 2:30 — Evening 7:30 & 9:30

THURS., FRI., SAT.:

MON., TUES., WED.:

Dec. 17, 18, 19:

Dec. 21, 22, 23:

THE
DARING
AND
STARTLING
STORY
OF
WILD
YOUNG
LOVE!

M.O.M. presents
**Confidentially
Connie**

STARRING
**VAN JOHNSON
JANET LEIGH
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Guaranteed Radiator Repairs on all makes and models of cars, trucks and tractors—while you wait.

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MEAN LOST HEAT!**
INSPECT YOURS NOW
WE HAVE ALL THE
COMMON SIZES IN STOCK

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Phone 22 — After 6 p.m. Phone 234, 235

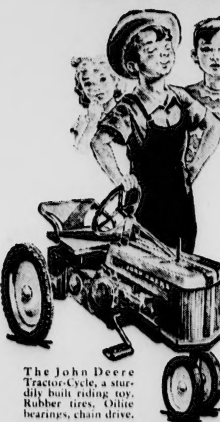
"I'm a John Deere man, myself"

Of course, and he comes by it naturally. For two of his greatest heroes are John Deere men—Dad and Granddad.

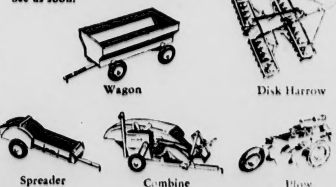
That's why your young one will take such pride in owning and riding a John Deere Tractor-Cycle—the toy tractor that looks just like the new John Deere Model "60"—that's built to last the punishment that youngsters are bound to put it to.

That's why your boy or girl will delight in the John Deere miniature line, too—the tiny scale models shown below that actually have functional parts and that bring a note of realism to the toyland farm.

Order early in time for Christmas. See us soon.



The John Deere Tractor-Cycle, a sturdy built riding toy. Rubber tires, oilite bearings, chain drive.



WM. "Bill" COWAN
PHONE 132
DIDSBURY

BUY TOY JOHN DEERE IMPLEMENTS FOR YOUNG FARMERS



Chest X-rays will soon be routine procedure for patients at Rocky Mountain House Municipal hospital, with the machine shown above, installed by the Alberta Tuberculosis Association through the Christmas Seal funds. The unit takes miniature films at a cost of only 50 cents to the patient.

SCOUT DIARY

The 2nd Didsbury Troop have had a series of speakers addressing the boys (and their friends) during the past few weeks. Mr. E. Garrett brought a talk Nov. 17, followed by a most informative first aid address by Dr. McKenzie Nov. 24. Recently the troop was visited by Mr. Fraser, R.C.M.P. officer from Olds.

The troop wishes to thank the friends who donated toys, etc. for the troop's Christmas "good turn". Several large cartons of toys were packaged, which will arrive at the Nordegg Indian Reserve the weekend of Dec. 13. The troop included sufficient wrapping paper and ribbon to make several dozen interesting parcels for the Indian boys and girls, plus cloth remnants for the missionaries to make new dresses for the dolls.

The troop plans the customary Christmas camp from Monday, Dec. 28 to Wednesday, Dec. 30. The site will be at the Beaufort Bridge on the Banff highway.

You are reminded that new recruits are welcome.

CHRISTIAN SCIENCE

At Christian Science churches on Sunday the subject of the Lesson-Service will be "Is the Universe, including Man, Evolved By Atomic Force?" and keynoting this subject is the Golden Text from Hebrews (1: 10): "Thou, Lord, in the beginning hast laid the foundation of the earth; and the heavens are the works of thine hands." Among the passages from "Science and Health with Key to the Scriptures" by Mary Baker Eddy will be the following: "The true theory of the universe, including man, is not in material history but in spiritual development. Inspired thought relinquishes a material sensual, and mortal theory of the universe, and adopts the spiritual and immortal" (547: 25). Passages to be read from the Bible, include the following: "For, lo, he that formeth the mountains, and createth the wind, and declareth unto man what is his thought, that maketh the morning darkness, and treadeth upon the high places of the earth, the Lord, the God of hosts, is his name" (Amos 4: 13).

- BINGO -

SATURDAY NIGHT

Lions Hall, Didsbury

Commencing at 9 p.m.

Under Auspices of Didsbury Lions Club

NET PROCEEDS IN AID OF BOY SCOUT BUILDING FUND

This Advertisement Inserted By

LAW'S DRUG STORE

If there is no hockey game on Dec. 23rd there will be a bingo game in the Lions Hall, at which time a draw will be made for Carnival Prizes

THE COMMUNITY PAGE

In presenting this page we wish to commend to readers the fact that the advertisers deserve their support, goodwill and trade. A newspaper is a community affair. It has its individual opinions, for it cannot afford to be a jellyfish if it is to serve a useful purpose. But it does strive to give every phase of public opinion and fair news reports.

Our advertisers help to make this possible, as well as keeping alive local interest in community activities. Buy from those who advertise on this page in The Pioneer. It will save you money and help you build up your own community.

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LADIES' BETTER DRESSES

Shop at Ranton's

Your Home-Town Store

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New shipment of Ladies' and Men's Elgin Watches

Electric Kitchen and Mantel Clocks

Special prices on diamonds sold by appointment if so desired.

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CAKES

PASTRY

"We bake up to a standard."

Not down to a price"

PHONE 216

DIDSBURY, ALBERTA

FREE THEATRE TICKETS

Each week this "Community Page" is published in The Didsbury Pioneer, names of town and district residents will appear among the advertisements. Read the advertisements carefully and if you find your

name in any one of them — clip out the ad and present it at The Didsbury Pioneer office and receive TWO TICKETS to the Didsbury Opera Theatre with the compliments of the advertiser in whose advertisement you found your name.

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Heating Needs

Prompt Delivery

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PHONE 22

Didsbury - Alberta

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THE SHOP FOR YOUR WELDING, SMITHING,

FABRICATING,

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AND GENERAL MAINTENANCE

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Phone 83 - Didsbury

PREMIER MEAT MARKET

(Ray Campbell, Prop.)

Phone 42

Located in Soley's Store

Specializing In . . .

RED & BLUE BRAND

BEEF

CURED MEATS

Free Delivery

PAYNE-FREEMAN COMPANY

Factory-inspected

engineered

and

Chryco

OLIVER MACHINERY

Phone 14 - Didsbury

SOLEY'S FOOD STORE

Do All Your Food Shopping

At Didsbury's Only

Complete Food Store

Biggest and best selection

of fresh fruits and vegetables.

Largest variety of groceries

Complete stock of frozen foods.

Always a good variety of fresh and cooked meats.

"LAST CALL"**For Christmas Gift Suggestions**

NEXT WEEK IS THE MERRY CHRISTMAS AD
ONCE AGAIN YOU ARE INVITED TO COME IN AND BROWSE ABOUT. WE HAVE SOMETHING THAT WILL DO THE TRICK. GOOD GOOD SELECTION OF TREE LIGHTS AND LOTS OF EXTRA BULBS.

MAC'S SERVICE HARDWARE

W.A. McFarquhar, prop. — Phone 33

PREMIER MEAT MARKET(LOCATED IN SOLEY'S STORE)
THE COMPLETE FOOD CENTRE

Order Your Christmas Turkey Now
FRESH ROASTING CHICKENS WEEKENDS
FRESH MILK DAILY

PHONE 42 FOR DELIVERY — WE BUY HIDES
R. A. CAMPBELL, Prop.



Think back, Mr. Farmer — How many times in the past have you anxiously looked at the thermometer during the chilly nights and wondered, "Will my whole year's work be wiped out by morning?"

How many times have you wished that your crop would ripen a week or more earlier?

YOU CAN have your crop earlier and yield more bushels by using Elephant Brand Fertilizer.

A liberal discount is offered to those who take delivery of fertilizer this fall. **Order Now!**

Play Safe — Fertilize With

Elephant Brand Fertilizer**HAROLD E. OKE**

"Your Machine Man" Phone 10, Didsbury

DISTRICT NEWS**M.V.B.C. NEWS**

Rev. C. E. Thompson completed his evangelistic addresses given to the students during the course of the last week and returned to Red Deer, where he will lecture in Canadian Nazarene College next semester. Mr. Thompson was the guest speaker in the United Missionary church on Sunday.

The student body had charge of all services in the United Missionary church on Sunday. Marvin Walz was the superintendent of the Sunday School in the senior department and Edward Oke of the junior department. Other students taught classes, ushered and sang. Mr. Emerald Garrett spoke to the entire Sunday school during the review period. Alfred Dietz, who is director of the Gospel Service League of the College, supervised the work and was responsible for the organization of the day's activities. It was gratifying to see the S.S. register go up to 233 present in Sunday school.

Rev. and Mrs. Taylor and Mr. Lusk were busy engaged in services on three appointments, speaking on behalf of extension work in the church. They reported good service.

Christmas is just around the corner. On Friday evening of this week the students and faculty will have their annual Christmas tree. This is always a festive occasion and even the wee folks belonging to the faculty families enter into the program and anticipate this event.

Some students will be leaving early for their homes. Holidays begin Dec. 22 at 4 p.m. May all of them have a delightful Christmas vacation — exams follow them, you know. What a reminder.

A large group of students and faculty members attended the program of the Messiah put on by Professor Taylor of C.N.C. last Friday night. It was held in the Red Deer Memorial hall and was largely attended. It was well worth hearing and the director is to be commended for the splendid rendition of this oratorio.

Last Monday night the Didsbury Choral Society held its pre-Christmas get-together in the dining hall of the College. Mrs. Evans was in charge of the entertainment.

Games and songs were well arranged and everyone enjoyed the evening. Mr. Robertson, noted for his songs and recitations, once more entertained the group with his selections. To the enjoyment of all, Velma Traub was in charge of the splendid lunch provided.

LONE PINE W.I. GIRLS CLUB

The regular meeting of the Lone Pine W.I. Girls Club was held at the home of Sandra Brander. The meeting was opened with the reading of the creed and the singing of "Silent Night" and "Hark, The Herald Angels Sing." Roll call was answered with what we do at home on Christmas Day.

Minutes were read and the treasurer's report was given. Next the Christmas exchange was held and a ten-cent draw, netting \$3.00 was won by Eileen Weber. The "bit of fun" given by Shirley Thompson was won by Karen Mosby. Pot luck lunch followed the adjournment of the meeting.

**Annual Meeting
Lone Pine W.I.**

The Lone Pine W.I. held their annual meeting at the home of Mr. Fred Metz with Mrs. Edna Dowell as hostess. There were 17 members and 10 visitors in attendance. Minutes of last annual meeting and previous meeting were read and adopted. The secretary's report showed a balance of \$141.50 on hand.

Christmas gifts are to be sent to the aged and sick in the district, and to a former member's little girl, Carol Coates, who is ill.

The president, Mrs. Chris Ehret, received a ring for perfect attendance. It was decided to honor all members who have belonged to the institute for 20 years with a ring or pen.

Regarding library books for the Siebertville school, they will be allowed to have one-third of the books for a two-month period. Ten dollars was donated to Woods Christian Home.

Mrs. Long thanked all who helped and donated to the Old Folks' Home of the shover.

Election of officers resulted as follows: president, Mrs. Chris Ehret; vice-president, Mrs. S. Brandt; secretary-treasurer, Mrs. Owen Milne; directors, Mrs. Jack Underhavy, Mrs. Edna Dowell and Mrs. Sam Elliott; sick convener, Mrs. F. Ahlgrim.

The ladies held a Christmas draw. The 10-cent draw was won by Mrs. G. Tighe.

**NO NEWSPAPERS . . .
AND SALES FELL OFF**

New York stores knew all along that it pays to advertise in newspapers. But it took a newspaper strike to show how much it costs by showing how much it costs.

The 11-day strike that ended last Tuesday night stopped publication of six major New York dailies, radically disrupted the reading and advertising habits of millions and caused newspaper ads to drop at the time they should have soared.

One merchant said: "Customers want to be led, and without newspaper ads we just can't lead them. They aren't getting above the street floor."

How much the stores lost through lack of sales is not yet known. Figures released Monday showed sales down five per cent during the first week of the strike.

On Tuesday, Nov. 23, the last day of the dailies published, the big stores ran their last ads. Macy's presented a 48-page Christmas supplement. The Herald Tribune and The Mirror.

With the strike announcement, most of the big stores quickly bought up their unsold stock and showed on television the ads that would have appeared in Monday's papers.

Monday's sales did not appear much affected but by Tuesday most retailers were beginning to admit sales were dropping.

The drop began to show Wednesday, particularly in the larger stores, which depend largely on phone and mail order sales made through newspaper ads.

Midway News

(From Our Own Correspondent)

(Last Week)

Mr. and Mrs. Dick Page and family, Jennie and Don Stewart were Sunday dinner guests with Mr. and Mrs. A. Stewart and Mr. and Mrs. Henry Johnston and family.

Mr. and Mrs. Bob Thomas were Calgary visitors on Friday.

Mr. and Mrs. Jessie Lowms of Linden were Wednesday evening callers at the Roy McNeen home.

Mr. and Mrs. Paul Hauser were in Calgary on Friday.

About 40 friends and neighbors surprised Mr. and Mrs. Henry Neumiller on Thursday evening, the occasion being their 25th wedding anniversary.

Mr. and Mrs. Gordon Hoskin and Mr. and Mrs. Fred Hoskin were in Oids on Friday.

Mr. and Mrs. Henry Neumiller were supper guests of Mr. and Mrs. Bob Thomas on Thursday evening.

(This Week)

Mr. and Mrs. A. Hogg and Mrs. A. Krebs were dinner guests on Saturday of Mr. and Mrs. Arnold McCutcheon and family.

Mr. and Mrs. Howard Pross were Monday visitors in Calgary.

Mr. and Mrs. Gordon Hoskin and family were visitors at the home of Mr. and Mrs. Crawford of Crossfield on Saturday evening.

In Our Carnival Ad
at the price of
Mrs. Milne's Peaches
was listed as 37c
This should have
read 27c

JENKINS
GROCERIES LTD.

STAR CAFE

GOOD MEALS
50c and up
DIDSBURY, Alberta



WANT POWER?
GET A CHRYCO
POWERLINE BATTERY

Here's power, and plenty of it . . . when you need it . . . whenever you want it. You get dependable, constant power with a Chryco Powerline Battery, no matter how tough the conditions. Drive in tomorrow. Have a fresh Chryco Powerline Battery installed, and find out why Chryco Batteries are rapidly becoming Canada's favourite.

*Chryco is a trade mark of the Chrysler Corporation of Canada, Limited.

J. M. FREEMAN & SONS

LIMITED

PHONE 14

DIDSBURY

FARMLAND FUN

\$50.00 TRADE-IN ALLOWANCE ON ANY OLD
WASHER ON A NEW EASY SPIRALATOR
WASHER . . . Spindry or Wringer Type

LORNE CLAYTON

Massey-Harris Dealer

Phone 83

FOR YOUR CHRISTMAS

Turkeys - Chickens
Ducks - Geese

ALSO WHOLE OR HALF HAMS

Canned Meats Make A Nice Christmas Present

BRING IN YOUR HIDES AND HORSEHAIR

KIRBY'S MEAT MARKET

PHONE 127 — DIDSBURY

DO YOU KNOW?

GOOD INSURANCE IS NOT CHEAP — CHEAP
INSURANCE IS NOT GOOD. INSURE IN SURE
INSURANCE.

If It's Insurance See

REIBER BROTHERS

Where Insurance Is Our Business, Not a Sideshow
C. E. Reiber PHONE 90 A. W. Reiber

Good Things To Eat

DURING THE

Festive Season

SHOP AT DIDSBURY'S COMPLETE FOOD CENTRE

Free Demonstration Saturday Afternoon**December 19th, TASTE TEST****UNION "TENDERMADE" HAM****Fruiteake and Coffee 2 to 6 p.m.**

Soley's Food Store

Premier Meat Market



ONCE WAS A DINGY BASEMENT!
Dingy basements can easily be remodeled with materials and advice from the Atlas Lumber Company.
A basement recreation room is a perfect place to hold adult parties... perfect for the youngsters on bad weather days... perfect for TV. We have the wallboards, paints, floorings and straight from the shoulder advice you'll need to do it yourself.
TERMS EASILY ARRANGED
Call 125 For A Free Estimate

ATLAS LUMBER CO. Ltd.
DIDSBURY, ALTA. Phone 125

LARRY SINCLAIR, Manager

PHONE 125



'Light Up' For Christmas

Let's Make Didsbury Sparkle!

**WE HAVE NOMA LIGHTS FOR ALL
OCCASIONS — TREE LIGHTS — HOUSE
LIGHTS — CHRISTMAS FIGURES —
TREE TOPS — ORNAMENTS**

See Our "GIFT-WRAPPING" SELECTION!
Christmas Paper — Tags — Stickers — Ribbon

We Have A "MAN'S GIFT" TABLE
Suggestions For The Men
Tools — Sports Equipment — Wallets
Luggage — Razors — Flashlights
Luggage Sets for Ladies, Too

Builders' Hardware
THE STORE WITH THE STOCK—AND A SMILE
G. C. LEESON, Manager PHONE 7

So beautiful
convenient
inexpensive



Christmas Cards
in Boxes

WE NOW HAVE MANY GIFTS ALREADY
WRAPPED. COME IN AND LOOK THE OVER.
NO EXTRA CHARGE FOR THIS SERVICE

Law's Drug Store
The REXALL Store
PHONE 40 — DIDSBURY, ALBERTA

Little Items of Local Interest

Mr. and Mrs. Ira Gamble Jr., of Calgary, visited over the weekend with Mr. and Mrs. Ira Gamble Sr.

Mr. Wendell Gochee was one of the more fortunate ones at the recent Lions game in Calgary. He came home with a giant deep freeze unit.

Holy Communion Service will be held at 10 p.m. Christmas Eve at St. Cyrian's Anglican Church. Canon W. H. Morgan will officiate.

Word was received here Monday by Mrs. Frank Kaufman of the passing of her mother, Mrs. C. S. Linkbeiner of Hanna.

Mr. and Mrs. John Fraser of Calgary (Francis Burke), announce the birth of a son, Friday, Dec. 11. Miss Geraldine Ford of Edmonton arrived home Friday for a visit of several days with her parents. Mrs. G. Thring held a skating party for her grade 8 class Monday evening at Gillie's lake.

The Mous Chapter I.O.D.E. held their Christmas meeting Thursday in the Lions hall. The business meeting was followed by a Christmas party and exchange of gifts. Whist and bridge were played.

W.M.S. HOLDS PRE-CHRISTMAS MEETING HERE

Mrs. M. W. Malyon, president of the Red Deer Presbytery Women's Missionary Society, was the guest speaker last Wednesday afternoon in Knox United Church, Didsbury, at a pre-Christmas gathering of the Knox United women of Westcott, Westerdale and Didsbury.

Mrs. Reid Clarke welcomed the visitors and introduced the guest speaker. The Christmas devotion was given by Mrs. C. Armstrong and Mrs. A. Van Wyck.

Mrs. Ruth Long, Mrs. George Youngs and Mrs. Van Wyck gave talks on the work of the auxiliaries. At the close of the meeting a social hour was enjoyed.

JUNIOR W.I. FORMED AT WESTCOTT

A Westcott Junior Women's Institute was formed by Mrs. A. Hogg on the evening of Dec. 8, at the home of Mrs. Henry Wislizenus. Nine members were present and following the organization meeting knitting lessons were begun.

The junior refers not to membership, but rather to the fact that it is the newer of the two Westcott W.I. groups. Any woman interested in joining in W.I. work, particularly handicraft, is cordially invited to attend the next meeting at the home of Mrs. Alf Baudistel, January 13 at 8 p.m.

PIPE ORGAN TO BE DEDICATED AT REDEEMER LUTHERAN CHURCH

A special dedicatory service will be held at Redeemer Lutheran Church on Sunday, Nov. 20, beginning at 8 p.m. In this service, the newly-acquired pipe organ will be dedicated to the glory of God. Mr. D. Stuart Kennedy, organist of Mt. Calvary Lutheran Church, Calgary, will serve as organist.

The pipe organ is a Hinners and Albertsen product made in Pekin, Illinois. There are 280 pipes, some of metal and others of wood. The smallest metal pipe is about seven inches long and quarter inch in diameter. The largest is of wood, 8 inches square and 9 feet long.

These pipes are set out in four ranks. The organ has the following stops: 8' open Diapason Treble and 8' open Diapason Bass; 4' Principal Treble and 4' Principal Bass; 8' Melodia Treble and 8' Melodia Bass; 8' Gamba Treble and 8' Gamba Bass. The pedal board connects the 16' Bourdon. There is also a swell control foot pedal. The organ has a straight pedal keyboard and one manual. It is a Tracker-action organ and as far as can be ascertained it is the first of its kind in Alberta.

The organ was bought from St. Paul's Lutheran Church, Luzerne, Iowa. A committee of three members went to Luzerne and took the organ apart. Mr. E. Pieper, Mr. F. Befus and Rev. E. B. Fox were the members of the committee. They travelled 3,150 miles in 10 days.

Mr. Pieper and Rev. Fox, with the help of other members of the congregation, rebuilt the organ. The wood case was entirely refinished and the organ actions were checked. Last Friday evening, Mr. Kennedy and Mr. Houghton, of Calgary, began tuning the organ at about 8 p.m. and continued until 3:30 a.m. Saturday morning. There is no debt on the organ.

ORDER YOUR COUNTER CHECK BOOKS from The Pioneer Office. Buy at home — you pay no more than the standard price.

Coming Events

—New Year's dance at Melvin Hall, with the Melody Kings. Regular admission charge.

NOTICE

Dr. McKenzie will take as his half holiday, Friday afternoon, rather than Thursday. Dr. Asquith will continue to take Tuesday afternoons.

SKATING SCHEDULE FOR THIS WEEK

Although ice at the arena is not yet thick enough to allow too much skating, the following schedule has been laid on for the next few days:

Children's skating will be held on Wednesday, Thursday and Friday from 3:30 to 5 p.m. and on Saturday from 10 a.m. to 12 noon.

On Monday and Tuesday skating for children will be from 3:30 to 5.

On Sunday public skating will be allowed from 2 to 4 p.m. and again on Monday night from 8 to 10.

Season tickets are now available for skating at the Municipal Office. Prices are: family ticket, \$10, adults \$6, students \$4, under school age \$2.

Folkmann's Clothing

PHONE 124 — DIDSBURY

PRINT REMNANTS — Assorted patterns and lengths, specially priced for Carnival Sale.

OTHER BARGAINS TOO NUMEROUS TO MENTION. THESE MUST BE SEEN TO BE APPRECIATED.

Berscht's Suggest.....



Guaranteed not to shrink — no matter how many times they are washed. That's your assurance when you buy Harvey-Woods "Kroy" hose. They're reinforced throughout with nylon to give extra long wear. See our wonderful new range. Hand some colours; distinctive patterns and plains. In half hose and anklets.



FOR HER —

NYLONS — LINGERIE — JACKETS
SLIPPERS — GOWNS and PYJAMAS
SWEATERS — HANDKERCHIEFS
HOUSECOATS — BERSCHT SHOES
DRESSES and COATS — GLOVES

FOR HIM —

SOCKS — TIES — SHIRTS
PYJAMAS — SWEATERS —
JACKETS — MEN'S JEWELLERY
DACK SHOES — SLIPPERS

When In Doubt Give A
BERSCHT'S GIFT CERTIFICATE

J. V. Berscht & Sons

PHONE 36 — DIDSBURY

"YOUR CHRISTMAS GIFT STORE"